CLAIMS

1. A method for correlating a user's use of a first network service with a user's use of a second network service, the method comprising:

for each user with which the first network service communicates, transmitting a unique ID to the user such that the unique ID is visible to the user;

requesting, via the second network service, the unique ID from the user in response to the user communicating with the second network service independently of the first network service; and

correlating the user's use of the second network service with the users' use of the first network service based on the unique ID.

2. The method according to claim 1, further comprising recording, in association with the user's unique ID, an indication of information transmitted to the user by the first network service.

3. The method according to claim 2, further comprising recording, in association with the user's unique ID, information related to the second network service's interaction with the user.

4. The method according to claim 1, further comprising determining the number of users of the second network service that also received a communication from the first network service.

5. The method according to claim 1, wherein users may purchase products through the second network service and wherein the method further comprises correlating product

sale information associated with the second network service with user information associated with the first network service.

6. The method of claim 1, wherein the first network service is a website and, if information related to how the user reached the first network service is available, the method further comprises storing such information in association with the user's unique ID.

7. The method of claim 6, wherein users may purchase products through the second network service and wherein the method further comprises correlating a referral source for the first network service with products sold through the second network service.

8. The method of claim 6, wherein users may purchase products through either the first or second network services and wherein the method further comprises correlating a referral source for the first network service with products sold through the first and second network services.

9. The method of claim 1 wherein the first network service is a website.

10. The method of claim 1, wherein the first network service is a cable service.

11. The method of claim 1, wherein the first network service is a personalized catalog.

12. The method of claim 1, wherein the second network service is an electronic mail service.

13. The method of claim 1, wherein the second network service is a telephone service.

14. The method of claim 1, wherein the second network service is an Internet chat service.

15. The method of claim 1, wherein transmitting a unique ID to the user comprises:

for each user with which the first network service communicates, determining whether a unique ID associated with the first network service has been previously assigned to the user;

if a unique ID has been previously assigned to the user, retrieving the unique ID and transmitting the unique ID to the user; and

if a unique ID has not previously been assigned to the user, generating a unique ID for the user, storing the unique ID, and transmitting the unique ID to the user.

16. The method of claim 15, wherein the first network service is a website and the information in a cookie associated with the user's Internet browser is used to determine whether the user has previously visited the website and been assigned a unique ID.

17. The method of claim 1, wherein transmitting a unique ID associated with the user comprises:

for each user with which the first network service communicates, generating a unique ID for the user;

determining whether another unique ID has been previously assigned to the user;

in response to a unique ID being previously assigned to the user; recording an association between the newly generated unique ID and the previously assigned unique ID; and

transmitting the newly generated unique ID to the user.

18. The method of claim 1, wherein the first network service is a website, wherein each web browser initiating communications with the website is treated as a user, and wherein a unique ID is associated with each such web browsers.

19. A method for correlating user use of a first network service with user use of a second network service, the method comprising:

for each user with which a first network service communicates, transmitting a unique ID to the user such that the unique ID is visible to the user;

for each user communicating with the second network service, inquiring as to whether the user received a unique ID from another network service;

in response to the user indicating receipt of a unique ID from another network service, requesting the unique ID; and

correlating user use of the second network service with user use of the first network service by correlating records from each of the first and second network services using the unique IDs.

20. The method of claim 19, wherein users may purchase products through the second network service and wherein the method further comprises correlating product sales information associated with the second network service with user information associated with the first network service.

21. The method of claim 19, wherein the first network service is a website, and, if information related to how a user reached the first network service is available, the method further comprises storing such information in association with the user's unique ID.

22. The method of claim 21, wherein, wherein users may purchase products through the second network service and wherein the method further comprises correlating a referral source for the first network service with products sold through the second network service.

23. A system for correlating user use of a first network service with user use of a second network service, the system comprising:

a first network service controller that transmits a unique ID to each user of the first network service such that the unique ID is visible to the user;

a first network service recorder for storing a unique ID for each user of the first network service;

a second network service controller for enabling users to communicate with the second network service;

a second network service recorder that stores the unique ID of each user that submits a unique ID to the second network service; and

an analyzer that correlates users use of the second network service with user use of the first network service by correlating records associated with matching the unique IDs.

24. The system of claim 23, wherein the analyzer correlates products purchased through the second network service with user information associated with the first network service.

25. The system of claim 23, wherein the first network service is a website and, if information related to how the user reached the first network service is available, the first network service recorder records such information in association with the unique ID.

26. The system of claim 25, where the analyzer correlates a referral source for the first network service with products sold through the second network service.

27. The system of claim 25, wherein the second network service recorder records, in association with the unique ID, information related to the interaction between the second network service and the user.

28. The system of claim 23, wherein the first network service is a website.

29. The system of claim 23, wherein the first network service is a cable service.

30. The system of claim 23, wherein the second network service is a telephone service.

32. The system of claim 23, wherein the second network service is an Internet chat service.

32. The system of claim 23, wherein the second network service is an electronic mail service.